

Listing of Claims:

Claim 1: (Currently Amended) A system, comprising
a receiver configured to:
receive a first broadcast stream, a portion of the first broadcast stream having a
first priority indicator associated with said first broadcast stream; and
a receiver receive receiving a separate second media having a second priority
indicator, the separate second media to be played during the portion of the first broadcast stream;
determine whether the first priority indicator is greater than the second priority
indicator; and
delay the insertion of the separate second media until another portion of the first
broadcast stream having a third priority indicator in response to determining that the first priority
indicator is greater than the second priority indicator, the third priority indicator being less than
the second priority indicator; the receiver permitting automatic insertion of the second media or
an indication of the second media into an audio or visual presentation of first broadcast stream
without replacement of any meta data that may exist in the first broadcast stream based on a
comparison of said first priority indicator and said second priority indicator; the automatic
insertion or the indication preserving content of the first broadcast stream.

Claim 2: (Currently Amended) The system of Claim 1 wherein the first and second priority
indicators comprise at least one of a numbers, a letters, and a symbols.

Claim 3: (Currently Amended) The system of Claim 1 wherein the separate second media
and the first broadcast stream are the same media.

Claim 4: (Currently Amended) The system of Claim 1 wherein the separate second media
and the first broadcast stream are different media.

Claim 5: (Currently Amended) The system of Claim 1 wherein an event triggers the an
insertion of the separate second media insertion into the first broadcast stream.

Claim 6: (Currently Amended) The system of Claim 5 wherein the event includes ~~notification that an arrival of an e-mail message has arrived.~~

Claim 7: (Currently Amended) The system of Claim 1 wherein a signal ~~needed to change~~ configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the second media insertion with the first broadcast stream.

Claim 8: (Currently Amended) The system of Claim 1 further wherein one or more additional priority indicators are associated with the first broadcast stream using at least one of a pilot tone and a ~~æ~~ watermark.

Claim 9: (Currently Amended) The system of Claim 1 wherein the first and second priority indicators are ~~assigned to the second media by a user of the system~~ user specified.

Claim 10: (Original) The system of Claim 1 wherein the receiver is part of a television system or radio system.

Claim 11: (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

~~transmitting-receiving~~ a first broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

~~receiving a -and-separate~~ second media having a second priority indicator, the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;

~~determining whether the first priority indicator is greater than the second priority indicator; to a receiver of a broadcast system; and~~

~~in response to determining that the first priority indicator is greater than the second priority indicator, delaying the insertion of the separate second media into the first broadcast stream.~~

~~automatically inserting the second media or an indication of the second media into an audio or video reproduction of the second media or an indication of the second media without~~

~~replacement of any meta data that may exist in the first broadcast stream based on a comparison of the first priority indicator and the second priority indicator such that no content of the first broadcast stream is lost.~~

Claim 12: (Currently Amended) The method of Claim 11 wherein the first and second priority indicators comprise numbers, letters, or symbols at least one of a number, letter and symbol.

Claim 13: (Currently Amended) The method of Claim 11 wherein the separate second media and the first broadcast stream are the same media.

Claim 14: (Currently Amended) The method of Claim 11 wherein the separate second media and the first broadcast stream are different media.

Claim 15: (Currently Amended) The method of Claim 11 wherein an event triggers an insertion of the separate second media ~~insertion~~ into the first broadcast stream.

Claim 16: (Currently Amended) The method of Claim 15 wherein the event includes notification that an e-mail message has arrived ~~an arrival of an e-mail message.~~

Claim 17: (Currently Amended) The method of Claim 11 wherein ~~a broadcaster may further assign a plurality of additional priority indicators to different segments~~ are each associated with a different portion of the first broadcast stream, wherein the plurality of additional priority indicators are embedded into the first broadcast stream using at least one of a pilot tone or and a watermark.

Claim 18: (Currently Amended) The method of Claim 11 wherein ~~a broadcaster may assign a plurality of additional priority indicators are each associated with to a different portion~~ segments of the first broadcast stream based on a subdivision or geographic area, the additional plurality of priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

Claim 19: (Currently Amended) The method of Claim 11 wherein a signal ~~used~~ configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the second media insertion with the first broadcast stream.

Claim 20: (Currently Amended) A system, comprising:

a receiver in ~~the~~ a set-top box, the receiver configured to receive a first broadcast stream having associated with a first priority indicator over a first network, wherein the first priority indicator is received through a second network different from the first network; and

the receiver receiving a separate second media having associated with a second priority indicator, the receiver permitting insertion configured to insert of the second media or an indication of the second media into an audio or video reproduction of the first broadcast stream without replacement of any meta-data that may exist in the first broadcast stream based on a comparison of the first priority indicator and the second priority indicator such that no content of the first broadcast stream is lost.

Claim 21: (Currently Amended) The system of Claim 20 wherein the first and second priority indicators comprise ~~numbers, letters, or symbols~~ at least one of a number, a letter and a symbol.

Claim 22: (Currently Amended) The system of Claim 20 wherein the separate second media and the first broadcast stream are the same media.

Claim 23: (Currently Amended) The system of Claim 20 wherein the separate second media and the first broadcast stream are different media.

Claim 24: (Currently Amended) The system of Claim 20 wherein ~~an event triggers the an insertion of the second media insertion into the first broadcast stream~~ is triggered by an event.

Claim 25: (Currently Amended) The system of Claim 24 wherein the event includes ~~notification that an e-mail message has arrived~~ an arrival of an e-mail message.

Claim 26: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting media into a broadcast stream, the method comprising:

receiving a first broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

receiving a separate second media having a second priority indicator, the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;

determining whether the first priority indicator is greater than the second priority indicator; and

in response to determining that the first priority indicator is greater than the second priority indicator, delaying the insertion of the separate second media into the first broadcast stream.

~~transmitting a first broadcast stream having a first priority indicator associated with said first broadcast stream and a separate second media having a second priority indicator; and~~

~~inserting the second media or an indication of the second media into an audio or video reproduction of the first broadcast stream without replacement of any meta-data that may exist in the first broadcast stream based on a comparison of the first priority indicator and the second priority indicator, the second media is inserted such that no content of the first broadcast stream is lost.~~

Claim 27: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the first and second priority indicators comprise ~~numbers, letters, or symbols~~ at least one of a number, a letter and a symbol.

Claim 28: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate second media and the first broadcast stream are the same media.

Claim 29: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate second media and the first broadcast stream are different media.

Claim 30: (Currently Amended) The machine-readable storage medium of Claim 26 wherein an event triggers the an insertion of the second media insertion into the broadcast stream.

Claim 31: (Currently Amended) The machine-readable storage medium of Claim 30 wherein the event includes notification that an e-mail message has arrived an arrival of an e-mail message.

Claim 32: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators are each associated with a different portion segments of a the first broadcast stream, the plurality of additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

Claim 33: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators are each associated with a different portion segments of the first broadcast stream based on a subdivision or geographic area, the plurality of additional priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

Claim 34: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the priority indicators are assigned to the second media by a local user of the system.

Claim 35: (Canceled).

Claim 36: (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

transmitting, over a first network, a first broadcast stream including a plurality of programs wherein each of said plurality of programs has an associated first priority indicator;
transmitting, over the first network, a separate second media including associated with a second media priority indicator, wherein the first and second priority indicators are transmitted separately over a second network different from the first network; and

automatically inserting the second media or an indication of the second media without replacement of any meta-data that may exist in the first broadcast stream based on a comparison of said associated priority indicators of said plurality of programs in said first broadcast stream and said second media priority indicator;
_____ wherein said second media is presented such that no content of the first broadcast stream is lost.